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TO: Carl Cohen **DATE:** April 12, 1994

FROM: Marian Halpern

SUBJECT: BARKING DOG & BARKING FISH: San Diego Focus Groups 3/7-3/9

Attached is the Summary of Findings from focus groups conducted on 3/7-3/9 in San Diego examining the Barking Dog and Barking Fish concepts .

The following highlights some of the key findings:

BARKING DOG

- Overall, neither of the Barking Dog positionings was well received by respondents. The name "Barking Dog prompted negative reactions across all groups.
  - In general terms, dogs connote bad things (i.e. "This car is a real dog.")
  - Smoking expectations generated by the brand name are for a harsh, rough taste.
- Viewing the "Best Friend" campaign, respondents quickly understood the brand's positioning but rejected the validity of a cigarette being your best friend.
  - Some younger respondents appreciated the humor of the Best Friend executions.
- The general tonality of the "No Collar. No Tags. No Owner" visuals and copy clearly communicated a loner image. However, visuals on specific boards suggested a "Yuppy" trying to act like a rebel, producing a mixed message for some.
  - A few younger adult respondents liked the attitude communicated by this campaign.

BARKING FISH

- The majority of respondents did not have positive reactions to the name Barking Fish or to the brand's positioning. Most respondents associated the executions with alternative or lunatic fringe music groups and did not identify with the people to whom they thought this imagery would appeal.
- The brand name evoked negative taste expectations.

Please let me know if you have any questions.

MMarian

cc: D. Beran, K. Eisen, P. Fernandez, E. Gee, N. Lund, B. Mikulay, K. Miller, S. Norris

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